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AD/RR

23 August 1954

Chief, Industrial Division, RR

Reassignment of Consumer Industries Branch to D/I

1. Problem

This study and recommendations is concerned with the transfer of the Consumer Industries Branch from D/M to D/I and the addition of certain missions previously assigned to D/S to be made part of this Branch.

2. Facts Bearing on the Problem

a. The Industrial Division has had as one of its missions research in depth on a variety of consumer goods, including radios, television sets, automobiles, motorcycles, bicycles, furniture, and various other consumer hard goods. These make up a sizeable segment of the consumer goods program, so that it appears logical to have the Branch concerned with these and other consumer subjects properly located in D/I.

b. Specifically, the Consumer Industries Branch will do research in depth on textiles, synthetic fibers, clothing and footwear. It will also take on additional missions and functions as shown in Tab. "A" attached.

c. Agreements have been reached with other Divisions of the Research Area, spelling out the responsibilities of each where questions of overlap of research might possibly occur. These are attached as Tab. "B". It is probable that after a year's experience it will be advisable to reexamine this matter and work out such problems as may have arisen.

d. This reassignment of Branch and missions necessitates a revision of certain missions of the Divisions concerned. Attached are the recommended revisions as Tab. "C." These have been reviewed by the Division Chiefs concerned and have been approved.

e. It will be noted in the missions that besides consumer goods, the Consumer Industries Branch will be concerned with such things as level of living, retail domestic trade, distribution and pricing. The people presently engaged in

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these studies are to be transferred to this Branch and to the slots on the attached Tab. "D." The T/O as shown on this Tab. consists of [] professionals and [] clericals. The magnitude of the job for this Branch is such that it may be necessary to appeal for additional competent economists and slots after we learn more about the demands of our customers. The present grade structure has been determined, largely based upon the missions of the Branch and the establishment of the sections required. It compares favorably with the grade structure of other Branches of this Division. This has been set up without regard to the personnel scheduled for assignment to the Branch.

3. Conclusions

a. The reassignment of this Branch to D/I and the addition of the additional mission and functions is logical and should make for more efficient operation within the Research Area.

4. Action Recommended

a. It is recommended that (1) the AD/RR give immediate approval of the transfer of the Branch from D/N to D/I and and of the missions as attached;

(2) that the personnel involved be transferred immediately and the T/O be approved;

(3) that the missions of the Divisions and Branches concerned be amended as shown on the attached Tabs;

(4) that St/A arrange for transfer to D/I Budget the necessary additional funds within the ORR Budget;

(5) that St/A advise Management of the changes as required by regulations;

(6) that necessary space be allocated for immediate use and for the contemplated move scheduled soon that space adjacent to that of the Division be made available by St/A.

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Attachments
Tabs, A,B,C,D

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